

**UNITED STATES DISTRICT COURT
DISTRICT OF MINNESOTA**

FEDERAL TRADE COMMISSION, and

STATE OF MINNESOTA, by its Attorney General, Lori Swanson,

Plaintiffs,

v.

SELLERS PLAYBOOK, INC., a corporation,

EXPOSURE MARKETING COMPANY, a corporation, also d/b/a Sellers Online and Sellers Systems,

JESSIE CONNERS TIEVA, individually and as an officer of SELLERS PLAYBOOK, INC. and EXPOSURE MARKETING COMPANY, and

MATTHEW R. TIEVA, individually and as an officer of SELLERS PLAYBOOK, INC. and EXPOSURE MARKETING COMPANY,

Defendants.

CASE NO. _____

FILED UNDER SEAL

**PLAINTIFFS FEDERAL
TRADE COMMISSION'S
AND STATE OF
MINNESOTA'S EXHIBITS**

VOLUME I

Px. 1 – 4

FTC-SP-00001 - FTC-SP-000157

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Px. 4	Sellers Playbook Welcome Package	FTC-SP-000152	FTC-SP-000157

PLAINTIFF'S EXHIBIT 1

SELLERS PLAYBOOK

Free LIVE 2-Hour Workshop Reveals...

How To Start Your Own **Online Amazon Store**.... Even Starting With **No Product, No Inventory, No Tech Know-How And Without Having To Ship Anything Yourself...**

PLAINTIFF'S EXHIBIT

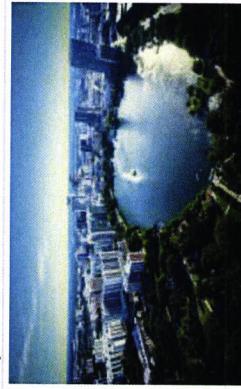
1

Attend a **FREE 2-Hour Seminar**

Select a time, date and location that works best for you. Seating is limited at each event.

Orlando, FL

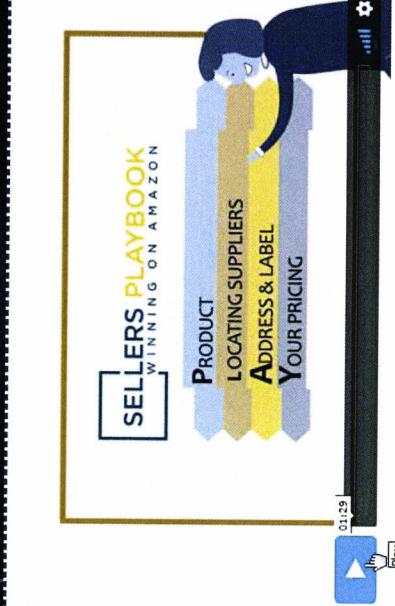
May 1 - 5, 2018



Click the button below to see times, dates, and locations.

LEARN MORE ABOUT FLORIDA EVENTS!

At our upcoming **FREE 2-hour seminar** we will show you...



FTC-SP-000002

- ✓ **The process for finding the most in-demand niches** that most sellers overlook entirely.
- ✓ **How to start out even if you have very little or no money.** Drop-shipping allows you to start selling now without buying bulk wholesale.
- ✓ **The easiest way** to handle customer support to maximize positive reviews and minimize returns.
- ✓ **Our secret to getting products to the top of Amazon search results.** This is the most vital part of Amazon selling. Master this and you'll be able to compete with even the most veteran sellers.
- ✓ And much more...

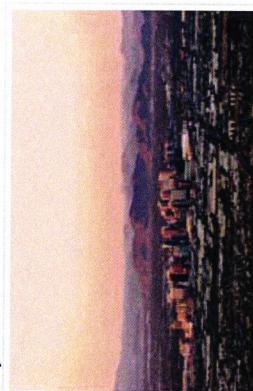
Long Beach & Riverside, CA
May 1 - 5, 2018



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[LEARN MORE ABOUT CALIFORNIA EVENTS!](#)

Phoenix, AZ
May 8 - 12, 2018



Click the button below to see times, dates, and locations.

[LEARN MORE ABOUT ARIZONA EVENTS!](#)

Tampa, FL
May 8 - 12, 2018



Claim Your Free Seat

FTC-SP-000003

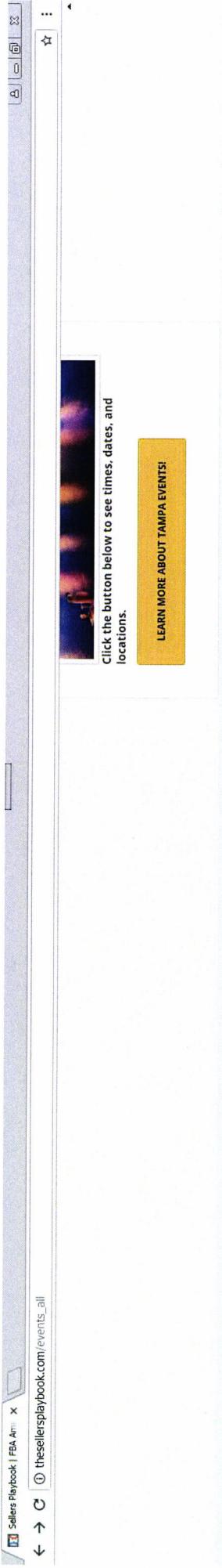
A screenshot of a web browser window. The address bar shows the URL thesellersplaybook.com/events_all. The page content displays two event sections. The first section is for Arizona, featuring a thumbnail image of a city skyline at night, a button labeled "LEARN MORE ABOUT ARIZONA EVENTS!", and text stating "Click the button below to see times, dates, and locations." The second section is for Tampa, FL, featuring a thumbnail image of a bridge over water at night, a button labeled "LEARN MORE ABOUT TAMPA EVENTS!", and text stating "Click the button below to see times, dates, and locations." A large dashed rectangular box highlights the entire event listing area.

Why You Need To Be On Amazon:

- ✓ There are 100,000 Amazon Sellers with sales of \$100,000 or more in 2016.
- ✓ Amazon has over 304 million active customer accounts with credit cards saved.
- ✓ 44% of web shoppers go directly to Amazon for product
- ✓ Amazon owns as much of the retail market in North America as the next four competitors combined.
- ✓ 43% of all online purchases are made on Amazon.

FTC-SP-000004





Why You Need To Be On Amazon:

- ✓ There are 100,000 Amazon Sellers with sales of \$100,000 or more in 2016.
- ✓ Amazon has over 304 million active customer accounts with credit cards saved.
- ✓ Amazon owns as much of the retail market in North America as Office Depot, Staples, Apple, Dell, WalMart, and Sears combined.
- ✓ Amazon is consistently ranked as the most trusted brand in America. As a marketplace seller, you share in this trust.

Frequently Asked Questions

② Why is the seminar free?

There is a lot of information about opportunities online. We want you to know the truth about how selling on Amazon can be great.

When you attend this seminar, you will see exactly how we operate our own business. After the presentation, we will give you a special offer allowing you to work with us on a higher level. Even if you say no to that offer, you will still leave with everything you need to know to start a successful Amazon business!

② What should I bring to the seminar?

Bring a notebook and a pen to take notes. iPads and laptops are also ok.

② Will I have to ship products myself?

Amazon does all the shipping for you! They simply charge you a small fee for this service.

FTC-SP-000005

A screenshot of a web browser window titled "Sellers Playbook | FBA An...". The address bar shows the URL "thesellersplaybook.com/events_all". The page content includes a sidebar with navigation icons and a main area with text and bullet points.

with credit cards saved.

- ✓ 44% of web shoppers go directly to Amazon for product searches. Many of the other 56% end up there too thanks to Amazon's Google ads and search engine listings.
- ✓ Amazon is consistently ranked as the most trusted brand in America. As a marketplace seller, you share in this trust.
- ✓ Amazon owns as much of the retail market in North America as Office Depot, Staples, Apple, Dell, Wal-Mart, and Sears combined.

or more in 2016.

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Claim Your Free Seat

Sign Up Today!

Your details are kept safe and never shared.

Results may vary and are not typical. Most individuals who attend Sellers Playbook free workshops don't apply the strategies, techniques, and systems and therefore make little to no money. Any income or earnings depicted should not be interpreted as common, typical, expected, or normal. These results may be exceptional and variables that impact results are so numerous and sometimes uncontrollable that we make no guarantees as to your income or earnings of any kind. Your success is not guaranteed and will be based on your education, effort, determination, and various market conditions. Like every investment and any business, you can lose money in an online business. For full disclosure, please read our [Farms and Income Disclaimer](#) and [Terms of Use](#).

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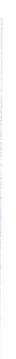
FTC-SP-000007



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SELLERS PLAYBOOK

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Privacy Policy

Last modified: May 19, 2017

Introduction

Sellers Playbook, Inc. ("Company" or "We") respects your privacy and are committed to protecting it through our compliance with this policy. This policy describes the types of information we may collect from you or that you may provide when you visit the website www.thesellersplaybook.com (our "Website") and our practices for collecting, using, maintaining, protecting, and disclosing that information.

This policy applies to information we collect:

- On this Website.
- In email, text, and other electronic messages between you and this Website.
- Through mobile and desktop applications you download from this Website, which provide dedicated non-browser-based interaction between you and this Website.
- When you interact with our advertising and applications on third-party websites and services.

It does not apply to information collected by:

- Us offline or through any other means, including on any other website operated by Company or any third party; or
- Any third party, including through any application or content (including advertising) that may link to or be accessible from or on the Website.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Website. By accessing or using this Website, you agree to this privacy policy. This policy may change from time to time (see Changes to Our Privacy Policy). Your continued use of this Website after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

Users Under the Age of 13

Our Website is not intended for users under 13 years of age. No one under age 13 may provide any information to or on the Website. We do not knowingly collect personal information from any user under 13. If you are under 13, do not use or provide any information on this Website or on or through any of its features/register on the Website, make any purchases through the Website, use any of the interactive or public comment features of this Website or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or user name you may use. If we learn we have collected or received personal information from a user under 13, we will delete that information. If you believe we might have any information from or about a user under 13, please contact us at info@SellersPlaybook.com.

Information We Collect About You and How We Collect It

FTC-SP-000008



Information You Provide to Us. The information we collect on or through our Website may include:

- Information that you provide by filling in forms on our Website. This includes information provided at the time of registering to use our Website, subscribing to our service, posting material, or requesting further services. We may also ask for information when you enter a contest or promotion sponsored by us, and when you report a problem with our Website.
- Records and copies of your correspondence (including email addresses), if you contact us.
- Your responses to surveys that we might ask you to complete for research purposes.
- Details of transactions you carry out through our Website and of the fulfillment of your orders. You may be required to provide financial information before placing an order through our Website.
- Your search queries on the Website.

You also may provide information to be published or displayed ('posted') on public areas of the Website, or transmitted to other users of the Website or third parties collectively, ('User Contributions'). Your User Contributions are posted on and transmitted to others at your own risk. Please be aware that no security measures are perfect or impenetrable. Additionally, we cannot control the actions of other users of the Website with whom you may choose to share your User Contributions. Therefore, we cannot and do not guarantee that your User Contributions will not be viewed by unauthorized persons.

Information We Collect Through Automatic Data Collection Technologies. As you navigate through and interact with our Website, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

- Details of your visits to our Website, including traffic data, location data, logs, and other communication data and the resources that you access and use on the Website.
- Information about your computer and internet connection, including your IP address, operating system, and browser type.
- The information we collect automatically may include personal information, but we may maintain it or associate it with personal information we collect in other ways or receive from third parties. It helps us to improve our Website and to deliver a better and more personalized service, including by enabling us to:
 - Estimate our audience size and usage patterns.
 - Store information about your preferences, allowing us to customize our Website according to your individual interests.
 - Speed up your searches.
 - Recognize you when you return to our Website.

The technologies we use for this automatic data collection may include:

- Cookies (or browser cookies). A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you visit our Website to our Website.
- Flash Cookies. Certain features of our Website may use local stored objects (or Flash cookies) to collect and store information about your preferences and navigation to from, and on our Website. Flash cookies are not managed by the same browser settings as are used for browser cookies. For information about managing your privacy and security settings for Flash cookies, see Choices About How We Use and Disclose Your Information.

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SOUL INFORMATION ABOUT YOUR PRIVACY AND HOW WE USE IT TO CUSTOMIZE OUR WEBSITE ACCORDING TO YOUR INTERESTS AND ACTIVITIES.

- Speed up your searches.

- Recognize you when you return to our Website.

The technologies we use for this automatic data collection may include:

- Cookies (or browser cookies). A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website.
- Flash Cookies. Certain features of our Website may use local stored objects (or Flash cookies) to collect and store information about your preferences and navigation to, from, and on our Website. Flash cookies are not managed by the same browser settings as are used for browser cookies. For information about managing your privacy and security settings for Flash cookies, see Choices About How We Use and Disclose Your Information.
- Web Beacons. Pages of our Website and our e-mails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

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Some content or applications, including advertisements, on the Website are served by third-parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our website. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. For information about how you can opt out of receiving targeted advertising from many providers, see Choices About How We Use and Disclose Your Information.

How We Use Your Information

We use information that we collect about you or that you provide to us, including any personal information:

- To present our Website and its contents to you.
- To provide you with information, products, or services that you request from us.
- To fulfill any other purpose for which you provide it.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- To notify you about changes to our Website or any products or services we offer or provide through it.
- To allow you to participate in interactive features on our Website.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.

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Smart



- For any other purpose with your consent.

We may also use your information to contact you about our own and third-parties' goods and services that may be of interest to you. For more information, see Choices About How We Use and Disclose Your Information.

We may use the information we have collected from you to enable us to display advertisements to our advertisers' target audiences. Even though we do not disclose your personal information for these purposes without your consent, if you click on or otherwise interact with an advertisement, the advertiser may assume that you meet its target criteria.

Disclosure of Your Information

We may disclose aggregated information about our users without restriction.

We may disclose personal information that we collect or you provide as described in this privacy policy:

- To our subsidiaries and affiliates.

• To contractors, service providers, and other third parties we use to support our business and who are bound by contractual obligations to keep personal information confidential and use it only for the purposes for which we disclose it to them.

• To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Sellers Playbook, Inc.'s assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by Sellers Playbook, Inc., about our Website users is among the assets transferred.

• To third parties to market their products or services to you if you have not opted out of these disclosures. For more information, see Choices About How We Use and Disclose Your Information.

- To fulfill the purpose for which you provide it.

- For any other purpose disclosed by us when you provide the information.

- With your consent.

We may also disclose your personal information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.

- To enforce or apply our terms of use and other agreements, including for billing and collection purposes.

- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Sellers Playbook, Inc., our customers, or others.

Choices About How We Use and Disclose Your Information

We strive to provide you with choices regarding the personal information you provide to us. We have created mechanisms to provide you with the following control over your information:

• Tracking Technologies and Advertising. You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. To learn how you can manage your Flash cookie settings, visit the Flash player settings page on Adobe's website. If you disable or refuse cookies, please note



- For any other purpose disclosed by us when you provide the information.

- With your consent.

We may also disclose your personal information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce or apply our terms of use and other agreements, including for billing and collection purposes.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Sellers Playbook, Inc., our customers, or others.

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- **Disclosure of Your Information for Third-Party Advertising.** If you do not want us to share your personal information with unaffiliated or non-agent third parties for promotional purposes, you can opt-out by checking the relevant box located on the form on which we collect your data. You can also always opt-out by logging into the Website and adjusting your user preferences in your account profile by checking or unchecking the relevant boxes or by sending us an email stating your request to Info@SellersPlaybook.com. This opt out does not apply to information provided to the Company as a result of a product purchase, product service experience or other transactions.
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- **Targeted Advertising.** If you do not want us to use information that we collect or that you provide to us to deliver advertisements according to our advertiser's target-audience preferences, you can opt-out by checking the relevant box located on the form on which we collect your data. You can also always adjust your user advertising preferences in your account profile by checking or unchecking the relevant boxes or by sending us an email stating your request to Info@SellersPlaybook.com. [For this opt-out to function, you must have your browser set to accept browser cookies.] We do not control third parties' collection or use of your information to serve interest-based advertising. However these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative ("NAI") on the NAI's website.

Accessing and Correcting Your Information

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You may also send us an email at Info@SellersPlaybook.com to request access to, correct or delete any personal information that you have provided to us. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

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your request to info@SellersPlaybook.com. [For this opt-out to function, you must have your browser set to accept browser cookies.]

We do not control third parties' collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative ("NAI") on the NAI's website.

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- Address bar: thesellersplaybook.com/privacy-policy/13700080
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